



SEED City Initiative

STEM, Energy, and Economic Development

**Pilot City Convening
4.9.2015**



**Shauna Sorrells
SEED Director**

Housing and Urban Development

**Erin Twamley
SEED Project Manager
Department of Energy**

Agenda: SEED Virtual Pilot Convening April 2015

- Updates from Federal SEED Team
- SEED City Introductions and Highlights
- SEED City Metrics Feedback
- Upcoming Opportunities and Resources
- Needs and Opportunities Discussion
- Questions and Contact Us

What is SEED?: STEM, Energy and Economic Development

- **Place-based** initiative building local **coalitions** to:
 - Increase energy-literacy;
 - Facilitate STEM training; and
 - Promote job-driven skills.
- 5 Pilot Cities
 - Denver, CO
 - Tampa, FL
 - Cleveland, OH
 - Washington, D.C.
 - San Antonio, TX

SEED Federal Partners



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

SEED National Partners



US2020
Igniting Moments of Discovery



NCWIT
Aspire IT 

Current National Partners



- **Commits to disseminate Energy Literacy materials to at least 100 Corps and 27,000 Corpsmembers**
- **Commits to disseminate HUD STEM Education materials to at least 100 Corps and 27,000 Corpsmembers**
- **Commits to recruit at least 100 PHA youth**



**BOYS & GIRLS CLUBS
OF AMERICA**

- **May commit to offering scholarships to PHA youth**
- **Logo challenge for students**



- **Commits to help build the STEM mentoring movement**
- **Provides access to mentor matching portal**
- **Commits up to 25% of the service time of a full-time VISTA staff member**



- **Partnership is in development**
- **Provide grant opportunities for training girls in IT computing**

SEED City Introductions and Highlights



Sun Valley Youth Center
Empowering Youth for Greater Success



"West Point Society Supports Students in Affordable Housing Community"



Richmond RHA students & WPS Richmond



Mentoring Café

THE VISION FOR SUN VALLEY

THE VISION FOR SUN VALLEY

A. A CELEBRATED SUN VALLEY



A.1 Build upon Sun Valley's History and Assets

A.2 Encourage Diversity

A.3 Celebrate Culture

B. A CONNECTED SUN VALLEY



B.1 Reknitting Neighborhoods

B.2 Integrated System of Parks and Public Spaces

B.3 Enhance Walkability and Bikeability

B.4 Make Transit Convenient

C. AN INNOVATIVE SUN VALLEY



C.1 Transit Oriented Development

C.2 Stadium Entertainment Destination

C.3 Open For Business

C.4 A Vibrant Corridor

D. A HEALTHY SUN VALLEY



D.1 Healthy For People

D.2 Healthy for the Environment

D.3 Healthy for the Economy

TRANSFORMATIVE PROJECTS

The seven projects are identified as the most critical steps to positively transform the station area.

Multi-layered and long-term in nature, these projects will take a concerted effort by both public and private sectors. All energy and resources should be harnessed toward making these a reality. Only through executing these projects can Sun Valley truly transform and achieve the vision of a celebrated, connected, innovative and healthy station area.

1. 13TH AVENUE



2. RIVERFRONT PARK



3. STADIUM, ENTERTAINMENT & CULTURE



4. HIGH QUALITY RESIDENTIAL COMMUNITIES



5. CONNECT PEOPLE WITH JOBS AND EDUCATION



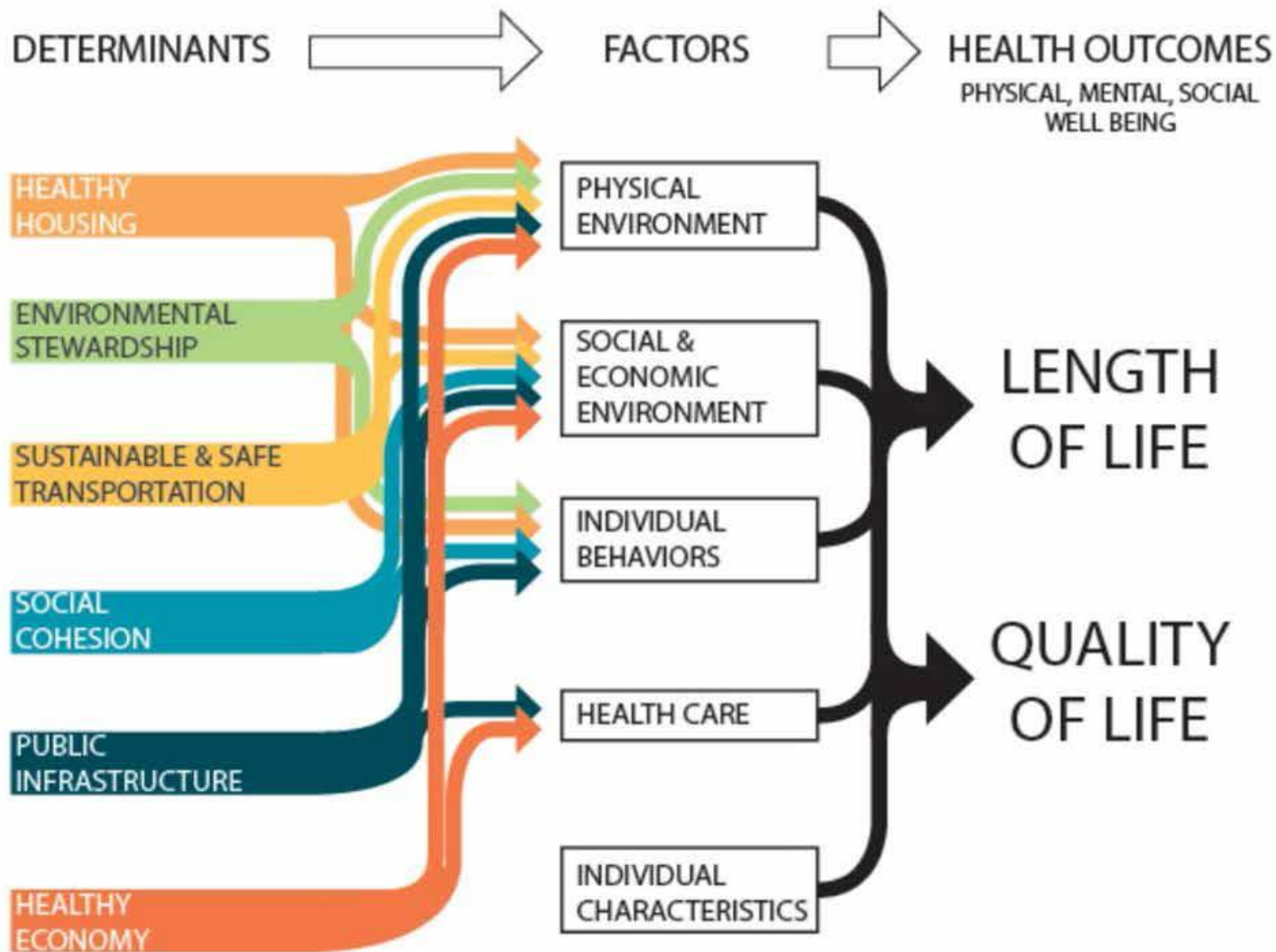
6. 10TH AVE



7. FEDERAL/COLFAX INTERCHANGE



THE VISION FOR SUN VALLEY



THE VISION FOR SUN VALLEY

Current Working/Planning Groups

- Healthy Economy: Jobs & Connectivity (SEED Pillar 3)
- Healthy Housing
- Riverfront & Open Space
- Food
- Lower Colfax
- Public Infrastructure & Environmental Stewardship (SEED Pillar 1)
- Education (SEED Pillar 2)

SEEDS for a Sustainable Tampa

Vision: *SEEDS (STEAM, Energy, and Economic Development Solutions) for a Sustainable Tampa.*

Mission Statement: *“SEEDS for a Sustainable Tampa leverages federal, state, and local resources to create equitable access to STEAM education and employment pathways for public housing residents and low-income persons.”*

10 Million Hours of STEAM Education

- 1. Energy consumption is reduced among public housing residents and low-income person*
- 2. STEAM education is offered to public housing residents and low-income persons*
- 3. Job skills training is linked to STEAM career pathways*

Pillars and Partners

➤ **Pillar I: Energy Literacy**

- TECO
- Environmental Protection Commission of Hillsborough
- City of Tampa
- Tampa Housing Authority
- Resident Council

➤ **Pillar II: STEAM Education**

- Hillsborough County School District
- Museum of Science and Industry
- Lowry Park Zoo
- Florida Aquarium
- Community Stepping Stones
- Champions for Children
- Hillsborough County Library Services
- Capstone MyON Reader
- The Skills Center
- Tampa Bay Technology Forum
- Resident Council

➤ **Pillar III: Economic Development**

- Hillsborough Community College
- St Pete College
- Hillsborough County School District
- Corporation to Develop Communities (CDC) of Tampa
- Johnson Controls
- CareerSource of Tampa Bay
- Tampa Housing Authority
- Local Employers
- Resident Council

Objectives and Strategies

Pillar I: Tampa Housing Authority, in conjunction with its SEEDS for a Sustainable Tampa partners, will provide 350 hours of energy literacy education to public housing residents and/or low-income persons resulting in an increase in energy conservation knowledge as indicated by pre- and post-tests by September 30, 2016.

- TECO will provide energy literacy workshops and distribute energy saving kits to attendees
- Tampa Housing Authority will continue construction of LEED housing developments and implementation of other energy saving strategies at which time the benefits of doing so will be presented to public housing residents
- Tampa Housing Authority residents will be trained on the performance of energy audit and encourage conversation among residents

Pillar II: Tampa Housing Authority, in conjunction with its SEEDS for a Sustainable Tampa partners, will provide formal and informal STEAM learning activities for 1000 public housing and/or low-income youth, families, and seniors by September 30, 2016.

- Hillsborough County Public Library Services, in coordination with MyON Reader, will provide a STEAM-themed week with books and activities promoting STEAM learning among youth and parents
- Museum of Science and Industry will host a sustainability-themed STEM Mentoring Café for 50 middle-school aged public housing girls with follow-up activities conducted by Florida Aquarium, Community Stepping Stones, and Lowry Park Zoo
- Hillsborough County Public Schools will host annual STEM Fair and Science Olympics
- The Skills Center will provide STEAM learning activities centered around sports, math, and leadership

Pillar III: Tampa Housing Authority, in conjunction with its SEEDS for a Sustainable Tampa partners, will provide job skills training to 500 public housing residents and/or low-income persons resulting in job placement of 300 persons in full-time, permanent positions and 100 persons in part-time, permanent positions by September 30, 2016.

- Tampa Housing Authority, Hillsborough Community College, St Pete College, Johnson Controls, Hillsborough County Public Schools, and CDC of Tampa will provide certificate training in weatherization, Compressed Natural Gas, solar energy, green construction, manufacturing, and other high skills, high wage jobs
- CareerSource of Tampa Bay, Tampa Housing Authority, and CDC of Tampa will provide soft skills training such as resume writing, interview preparation, workplace etiquette, and leadership
- Tampa Housing Authority residents will serve as Success Coaches to encourage employment and self-sufficiency

Cuyahoga Metropolitan Housing Authority Overview

- Established in 1933
- LIPH: 10,500 units; HCVP: 15,000 vouchers
- Better Buildings Participant: 20% energy reduction over 10 years
- 6-acre, 1 MW solar-panel field
- Resident Services/Urban Agriculture Programs



Initiative Efforts at CMHA

- Developing an inventory of current programs run by CMHA and potential partners
- Integrating proposed metrics to measure the success of each program
- Assigning staff/soliciting a commitment from partners to be responsible for reporting on metrics
- Identifying areas for potential expansion/creation of new programming



Initiative Efforts at CMHA

- Building a Team:

- Educational Institutions

- Colleges, School Districts (STEM Schools)

- Boys and Girls Clubs

- Local Museums

- Art, Nat'l History, Science

- YMCA/YWCA

- Local Utility Companies

- Medical Institutions

- Hospitals, clinics

- Volunteer Groups

- Job Training Groups

- Sherwin Williams, AT&T, Youth Build

- Foundations

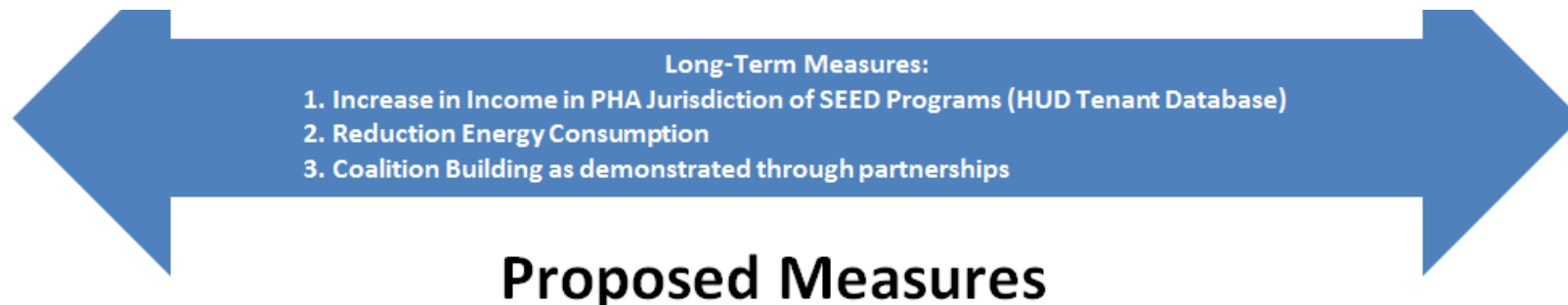
- Cleveland Foundation, Gund Foundation, Gates Foundation

- Theater Groups

- Community Development Corporations



Metrics for Feedback



Pillar Three: Job Driven Skills Training

- Number of Section 3 residents hired
- Hours of training provided
- Number of participants trained
- Number of partnerships formed with local employers measured by a written commitment (minimum commitment threshold to be defined)
- Number of credentials awarded

Pillar Two: STEM Education

- Number of new STEM Internship Opportunities created (paid or unpaid)
- Number of partnerships formed with local STEM partners measured by a written commitment (minimum commitment threshold to be defined)
- Number of STEM programming hours
- Number of participants engaged in STEM activities (by demographics: families, girls, age range, ethnic background, etc.)
- Number of STEM courses, events, and trainings offered by type (University tours, lab visits, museum visits, field trips, etc.)
- Number of new STEM mentoring matches created (Note: written threshold for minimum contact)

Pillar One: Energy Literacy

- Reduction in energy consumption
- Number of participants/attendees in activities, programs, and events
- Number of programming hours (active); i.e. courses, fairs, etc.
- Number of programming hours (passive); i.e. flyer distribution, posters. etc.

Clinton Global Initiative America 2015

- Need to be concise, have partners in place and potential initial funding.
 - Denver Housing Authority is dedicating a portion of their redevelopment project to be completed by The Corps Network.
 - ☐ **Can your Housing Authority dedicate project completion and training?**
- Opportunities for local SEED City for CGI Commitment
 - Boys and Girls Club of America will be providing SEED scholarships for youth to participate. (TBD # of scholarships)
 - ☐ **Can your local coalition match scholarships?**
- ☐ Have you submitted your 1-5 metrics you can report on for CGI and sample commitment sentences to Erin.Twamley@ee.doe.gov
 - Due Friday, April 10th COB

Metrics Con'td

We aim to provide a framework of metrics to report success.

Aligning Metrics to Existing Efforts

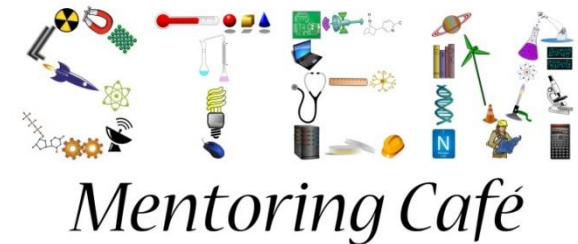
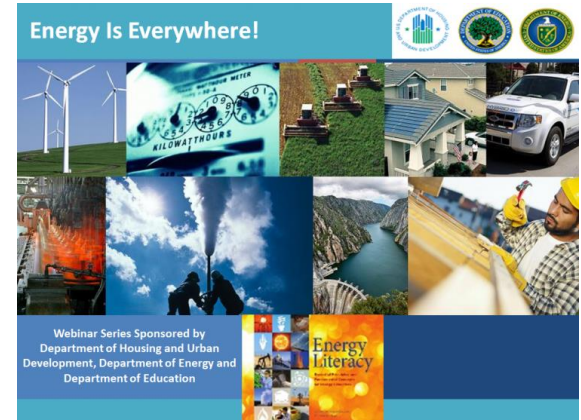
- Choice Grantee Metrics
- CGI's Metrics
- Promise Zone /Neighborhoods
- Energy Performance Contract Measures

Other Considerations

- Energy Literacy Metrics to report on savings and consumption
 - Forthcoming
- STEM Learning Ecosystems
 - Read Report Explains Model
http://www.noycefdn.org/documents/STEM_ECOSYSTEMS_REPORT_140128.pdf
 - Potential Future Funding Opportunity for Cities Using this Model

SEED Upcoming Opportunities

- Energy is Everywhere Webinar Series
 - ☐ Third Thursday of the month at 3 pm ET
 - ☐ April 16, 2015 at 3 pm ET
- Collective Impact Training
 - ☐ Coming soon online
- Quarterly Pilot City Virtual Meetings
 - ☐ Tuesdays at 1 pm ET
 - ☐ April, July, October, January
- DAY For KIDS
 - ☐ Find out if your local Boys & Girls Club in Sept 2015
- STEM Mentoring Cafes
 - ☐ Work with us to implement this model with your local museum



Questions and Contact Us

Contact Your SEED City Point-of-Contact:

Denver: Dina.Lehmann-Kim@hud.gov

DC: Mirand.K.Stern@hud.gov

San Antonio: Dina.Lehmann-Kim@hud.gov

Tampa: Bernita.C.James@hud.gov

Cuyahoga: Leroy.L.Ferguson@hud.gov

SEED Project Manager

Erin.twamley@ee.doe.gov

Thank you!